



USAID
FROM THE AMERICAN PEOPLE



**PARTNERING WITH THE
U.S GOVERNMENT**

LETTER

FROM AMBASSADOR ELIZABETH FRAWLEY BAGLEY, U.S. DEPARTMENT OF STATE

Special Representative for Global Partnerships, Office of the Secretary of State



In recent years, the world has witnessed a host of dramatic changes: 9/11 and the rise of non-state actors, rapidly accelerating climate change, increasing food security challenges, emerging global pandemics, and more recently, financial crises that span the globe. Despite these challenges, opportunities for better, faster, more meaningful action have taken hold. Partnerships between government and the private sector, non-governmental organizations, religious organizations, diaspora members, and entrepreneurs are transcending borders and bringing together communities in new ways to promote development and growth that will benefit all of the world's citizens.

Our changing world is increasingly defined by these powerful networks. The expanded influence of new actors in international development means that governments, companies, and private organizations can no longer be lone actors. Networks of public, private and civic organizations need to work together and leverage complementary assets to address global problems.

The U.S. Government has been working through partnership to pursue our goals of diplomacy and cultural exchange, strengthening global economies, and bringing health services to those who have the greatest need. Our work with businesses, foundations, and NGOs has expanded, and we are poised to accelerate that trend.

For the offices featured in this publication, fostering alliances with business and foundations is at the core of how we deliver better, more efficient and effective development, diplomacy, and defense through new alliances. Through partnerships we are making great strides in connectivity – connecting youth in Kenya with HIV/AIDS education through a video game platform; linking rice farmers in Nigeria to banks and buyers for crops; and helping young professionals in West Bank/Gaza find employment opportunities via SMS text messaging platforms.

Collectively, the U.S. Government agencies featured in this publication offer a wealth of knowledge and expertise in business development, trade promotion, good governance, and workforce education initiatives. This partnership guide was developed to help you identify where the opportunities for partnership may lie. We hope that this guide will provide you with new insights into how the U.S. Government and the private sector can work together for mutual benefit and increased impact.

Best regards,

Ambassador Elizabeth Frawley Bagley,
Special Representative for Global Partnerships
Office of the Secretary of State

INTRODUCTION

The business community has long relied on the principle of partnership to leverage resources, ignite creativity, and mitigate the risk of investing in new business initiatives to achieve results it could not realize on its own. Since 2001, the U.S. Government has increasingly adopted this same approach as a means of sparking social and economic growth, promoting healthy lives and behaviors, supporting infrastructure development, and encouraging democratic governance in emerging markets around the globe.

Over time, we've seen that by leveraging complementary resources and building on our strengths, alliances enhance and increase the sustainability of development and business ventures alike. Public-private alliances link the vast technical and financial resources of the private sector with the expertise, reach, and convening power of the U.S. Government to help us scale up joint efforts.

More than just another source of funding, the Government provides direct knowledge of local partners and cultural context, specialists in assessments, program design, due diligence, and evaluation. Partnership with the Government also offers direct access to policy reform and links to country leadership and ministries.

The first step to partnership, however, is to understand where the intersections between the U.S. Government and private sector may lie. Our common interests include creating jobs, increasing learning opportunities, promoting environmental responsibility, and supporting good governance in ways that benefit both private and public sector interests.

The U.S. Government agencies listed in this book – the State Department, the U.S. Agency for International Development (USAID), the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), and the Overseas Private Investment Corporation (OPIC) – and others that are working across industries and sectors in emerging and developed markets to secure long-term results by locating this strategic areas of intersection between public and private sectors.

During this time of economic insecurity and as we develop these more strategic partnerships, the demand for alliances has increased. In response to this demand, the process of partnership building has become more streamlined and effective as we apply lessons learned from ongoing joint ventures.

This growth is bolstered by a commitment across the agencies featured in this guide to increasingly integrate alliances into every aspect of our work. Now is the time for public-private alliances. We have resources, staff, and policies in place to facilitate partnership building.

GETTING STARTED

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Getting started requires a few simple steps as described in the diagram below:



To learn more about the process of building alliances with the U.S. Government, refer to **PARTNERING WITH USAID: A GUIDE FOR COMPANIES** (www.usaid.gov/gda). This comprehensive new guide provides detailed information about partnership building in an easy-to-read, easy-to-understand format.

To learn more about the partnerships each agency develops and what resources they bring to the table, **read on**. The following pages provide information on the State Department, USAID, PEPFAR, and OPIC's partnership offices.



PARTNER PROFILE:

U.S. DEPARTMENT OF STATE – GLOBAL PARTNERSHIP INITIATIVE

About the Global Partnership Initiative (GPI):

Under the leadership of Secretary of State Hillary Clinton, the Department of State has entered into a new *Era of Partnerships* in American foreign policy, with a more comprehensive approach to **diplomacy, development, and defense** – the 3Ds of smart power.

Through the Global Partnership Initiative, the Department of State is developing a vital component of smart power by using a whole-of-government approach to building strategic partnerships with:

- businesses
- philanthropies
- universities
- civil society
- faith-based groups
- diaspora communities
- individuals



www.state.gov/partnerships

GOALS:

To address the administration's foreign policy priorities by:

- 1) **Creating secure and healthy societies** with efforts in food security and water development, Muslim outreach, energy security and climate change issues, nuclear non-proliferation, and global health;
- 2) **Promoting economic growth and empowerment** with efforts in global economic recovery and growth, democracy, human rights, and especially the rights of women, and diaspora engagement;
- 3) **Addressing immediate crises as they emerge** with rapid response capabilities and responding to other priorities of the Secretary of State.

The GPI serves as:

- A **convener**, bringing together people from across regions and sectors to work together on issues of common interest.
- A **catalyst**, launching new projects, actively seeking new solutions, providing vital training and technical assistance to facilitate additional projects.
- A **collaborator**, working closely with partners to plan and implement projects – avoiding duplication, learning from each other, & maximizing impact through best practices.

Game Changers:

TED@State – The first U.S. Government sponsored TED Talks at the Department of State, where experts shared their “new ideas for a better world” with an audience of over 700 guests.

Democracy Video Challenge – An online contest that asked individuals to create original video shorts capturing perspectives on democracy from more than 900 people in 95 countries.

U.S.-Middle East Breast Cancer Awareness & Research – The first partnership fighting breast cancer between the U.S. and the Middle East by providing training, community outreach, medical expertise & support to about 25,000 beneficiaries in 15 countries.



PARTNER PROFILE:

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)

About USAID:

Founded in 1961, USAID is an independent federal government agency that receives overall foreign policy guidance from the Secretary of State. Our work fosters long-term economic growth and advanced U.S. foreign policy objectives by supporting:

- economic growth, agriculture and trade;
- global health; and,
- democracy, conflict prevention and humanitarian assistance.

We have completed 700 successful alliances with 1,700 distinct partners.



Jennifer List, DAI

U.S. Agency for International Development
www.usaid.gov

BUSINESS CHALLENGE:

Companies working in developing countries face problems attributed to the lack of information, infrastructure, and institutions which facilitate commerce. USAID's Global Development Alliance model of partnership addresses these shortcomings in emerging markets by working on projects that alleviate poverty and support economic and social growth in emerging markets while also enabling business to advance its interests. Through partnership both business and development benefit as we jointly contribute to improve value chain efficiency, the health and skills of the local workforce, the quality and infrastructure of trade facilities, the distribution and sales of products, and the securing of intellectual property rights.

RESOURCES:

With more than 40 years of experience, USAID is the leader in building sustainable, business-driven alliances. USAID brings the following resources to an alliance:

- Technical expertise
- Relationships with local and national governments
- Long-term country presence
- Credibility and goodwill
- Networks of local, regional, and global partners
- Convening power
- Financial resources

GAME CHANGERS:

In **Sri Lanka**, QUALCOMM and Dialog Telecom partnered with USAID to develop a franchise business model to bring Internet to rural communities. By providing local entrepreneurs with "telecenters-in-a box", partners were able to create a sustainable business model that has expanded to reach more than 400 villages across Sri Lanka.

In **Central America**, WalMart, Gap, Timberland, Limited Brands, and other apparel companies joined USAID in supporting international labor standards in factories across five countries. By helping apparel factories employ good business practices and meet global manufacturing regulations, companies reduce barriers to trade and meet corporate social responsibility goals.



PARTNER PROFILE:

U.S. PRESIDENT'S EMERGENCY PLAN FOR AIDS RELIEF (PEPFAR)

About PEPFAR:

The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) is the largest commitment by any nation to combat a single disease in history. Through PEPFAR, the American people have already provided more than \$25 billion to the fight against global AIDS.

Through FY2013, PEPFAR plans to work in partnership with host nations to support:

- Treatment for at least 3 million people
- Prevention of 12 million new infections
- Care for 12 million people, including 5 million orphans and vulnerable children

To meet these goals and build sustainable local capacity, PEPFAR will support training of at least 140,000 new health care workers in HIV/AIDS prevention, treatment and care. Since 2006, PEPFAR has invested \$90 million in public-private partnerships, leveraging \$145 million in private investment.

BUSINESS CHALLENGE:

The AIDS epidemic is one of the greatest humanitarian challenges of our time. An estimated 33 million people are living with HIV worldwide, and approximately 2.7 million were infected in 2007 alone. It has had a destabilizing effect on economies, businesses, workforces, and communities. Public-private partnerships are a tool that can help enhance PEPFAR and the country governments' response to HIV/AIDS and strengthen the overall health system. As Secretary Clinton said, "The problems we face today will not be solved by governments alone. It will be in partnerships – partnerships with philanthropy, with global business, partnerships with civil society."

GAME CHANGERS:

Phones for Health – Worldwide, cellular technologies have demonstrated the incredible power of communication as an agent for social change. The Phones for Health alliance with mobile phone companies, service providers and implementing partners utilizes that power by extending the ability of Ministries of Health to create national health information networks that reach all communities.

Partnership for an HIV-Free Generation – 19 private sector partners from across sectors have joined PEPFAR and partner governments to revolutionize HIV-prevention for youth. The partnership links traditional approaches to prevention with the power of the private sector to develop messages and methods to promote and maintain healthy behaviors among youth aged 10-24, and address girls' disproportionate risk of infection.



PARTNER PROFILE: OVERSEAS PRIVATE INVESTMENT CORPORATION

About OPIC:

The Overseas Private Investment Corporation, established as an agency of the U.S. government in 1971, helps U.S. businesses invest overseas, fosters economic development in new and emerging markets, complements the private sector in managing risks associated with foreign direct investment, and supports U.S. foreign policy. OPIC's political risk insurance and financing help U.S. businesses of all sizes invest in more than 150 emerging markets and developing nations worldwide. OPIC has supported \$188 billion worth of investments that have helped developing countries to generate over 830,000 host-country jobs. OPIC projects have also supported more than 273,000 American jobs.



BUSINESS CHALLENGE:

OPIC recognizes that U.S. companies – and small businesses in particular – looking to participate in the global marketplace face unique challenges. Lack of resources to pursue opportunities abroad, concern over political risks, or the inability to find private sector support can prevent small businesses from expanding overseas. To help meet these needs, OPIC can provide special financing and political risk insurance products to eligible businesses, which include enhanced customer service, flexible coverage, and easier access through a streamlined approval process.

GAME CHANGERS:

India – Husk Power Systems, based in Charlottesville, VA, was founded in 2007 with the intention of providing reliable energy to rural Indian villages using a sustainable technology. The company modified a standard gasification unit to process multiple types of raw materials (below left), including rice husks, the hard protective coatings that protect grains of rice, which are extracted in the milling process.

Recognizing that Husk Power's ambitions fit closely with OPIC's goal to facilitate renewable energy transactions in developing countries, OPIC in 2009 committed a \$750,000 loan to Husk Power, for the development of 36 rice husk-powered energy facilities for placement in rural villages throughout India. Each generation facility will serve a village on average 600 households; that roughly translates into 21,000 households total, or approximately 110,000 people whose homes will be powered via a relatively small OPIC loan.

Moreover, the project will facilitate new commercial enterprise, as well as the development of telecommunications – for example, rural villagers will be able to charge their cell phones at home. Best of all, the clean energy generated will either provide first-time power to residents, or replace power from more expensive, carbon-emitting diesel generators that are used by commercial entities.

WHAT NEXT

There has never been a better time for partnering with the U.S. Government. Together we have the power to build a new era of global economic growth and opportunity. We look forward to working with you as your alliance ideas take shape.

Contact us to learn more:

U.S. Department of State

Global Partnership Initiative

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www.state.gov/partnerships

U.S. Agency for International Development (USAID)

Private Sector Alliances Division

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www.usaid.gov/our_work/global_partnerships/gda/index.html

U.S. President's Emergency Plan for AIDS Relief (PEPFAR)

Email: SGAC_PPP@state.gov

www.pepfar.gov/ppp/index.htm

Overseas Private Investment Corporation (OPIC)

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